

SYSTEM, METHOD AND PROGRAM FOR MANAGING ELECTRONIC SHOPPING CARTS

5

ABSTRACT OF THE DISCLOSURE

In a system, method, and program for conducting electronic commerce over a network, products being considered for purchase are examined and a status of the products may be informed to a shopper. A notification message regarding the product inventory status may be issued and be selectively performed according to a profile of the shopper. The message may be issued by various messaging services including electronic mail, instant messaging, and a real-time output display. A system for implementing the methods may include an electronic commerce server. The electronic commerce server may be coupled to a web server to interface with a plurality of network clients. The electronic commerce server may include one or more storage devices containing program instructions and data to perform the methods described herein. The program instructions may be included on a carrier medium, which may be a transmission or storage medium.

20